

**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

www.wave3.com

And:

**Media Place, The**  
**2016 Clarke Pointe Dr.**  
**Crestwood, KY 40014**

# CONTRACT

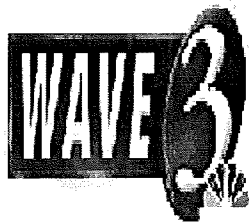
<u>Contract / Revision</u> 766077 /		<u>Alt Order #</u>
<u>Product</u> May 2012 Primary - R		
<u>Contract Dates</u> 05/14/12 - 05/21/12	<u>Estimate #</u>	
<u>Advertiser</u> Schumm, Walt for Congress		<u>Original Date / Revision</u> 05/07/12 / 05/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> Doug Roberts	<u>Sales Office</u> Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	05/21/12	05/21/12	WAVE Sunrsie III 6-7am	6-7am		:15/:15			BK	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	M-----				1	\$275.00			
N 2	WAVE	05/14/12	05/18/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	MTWTF--				1	\$275.00			
N 3	WAVE	05/21/12	05/21/12	NBC Today Show	7-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	M-----				1	\$350.00			
N 4	WAVE	05/14/12	05/18/12	NBC Today Show	7-9am		:15/:15			BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	MTWTF--				1	\$350.00			
N 5	WAVE	05/21/12	05/21/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	M-----				1	\$400.00			
N 6	WAVE	05/21/12	05/21/12	WAVE 3 News 6-630pm	6-6:30pm		:15/:15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	M-----				1	\$500.00			
N 7	WAVE	05/14/12	05/18/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	MTWTF--				1	\$500.00			
N 8	WAVE	05/21/12	05/21/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	M-----				1	\$500.00			
N 9	WAVE	05/14/12	05/18/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:15/:15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	MTWTF--				1	\$500.00			
N 10	WAVE	05/14/12	05/21/12	Late News M-Sat	11-1136pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	MTWTF--				1	\$400.00			
Week:		05/21/12	05/27/12	M-----				1	\$400.00			
N 11	WAVE	05/19/12	05/19/12	NBC Saturday Today Show	7-9am		:30			NM	2	\$400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Advertiser</u> Schumm, Walt for Congr		<u>Estimate #</u>
		<u>Original Date / Revision</u> 05/07/12 / 05/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals SpotsAmount	
											1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	-----S-				2	\$200.00			
N 12	WAVE	05/20/12	05/20/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$200.00
											1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	-----S				1	\$200.00			
N 13	WAVE	05/20/12	05/20/12	LN (SU)	11p-12xm		:15/:15			BK	1	\$300.00
											1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/12	05/20/12	-----S				1	\$300.00			
Totals											15	\$5,350.00

Time Period	# of Spots	Gross Amount	Net Amount
04/30/12 - 05/21/12	15	\$5,350.00	\$4,547.50
<b>Totals</b>	<b>15</b>	<b>\$5,350.00</b>	<b>\$4,547.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.2em;">WAVE-TV,                      Louisville, Ky</span>	<b>Date:</b> <span style="font-size: 1.2em;">5/16/12</span>
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I, Seth Huberman,  
 being/on behalf of: Walt Schumm, a legally  
 qualified candidate of the Republican political  
 party for the office of: 4th Congressional District - US Congress  
 in the state of Kentucky  
 election to be held on: May 22, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule for details					

Total Charges:

\$4,547.50 net

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Campaign to Elect Walt Schumm

The name of the treasurer of the candidate's authorized committee is:

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

5/10/12 Date Seeth Huberman Signature

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title